

# NEW OPPORTUNITIES FOR NON-PROFIT TRAINING

## **NEW! Increasing Sales, Contracts, and Donations**

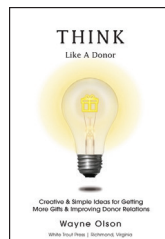
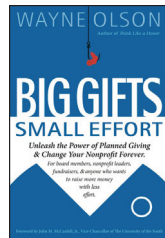
W. Olson, 7 hrs, \$395

Whether you are selling a product or service, seeking donations for your non-profit, or simply need to motivate your employees, there are ways you can be more effective with less effort. In a world where customer relationships, employee morale and customer loyalty are at all-time lows, there are simple things you can do to improve all and increase the bottom line while growing employee satisfaction. Gain insight into how you can relate better to your customers and employees to improve results in your organization. One of the prime benefits is increased sales, more signed contracts, and if you are a non-profit organization, more donations.

### **What You Will Learn:**

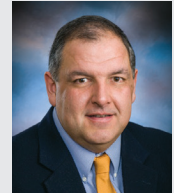
- Why customers or donors are attracted to you
- What motivates employees to work harder
- What Killer Whales teach us about management
- Why Disney is so successful
- How to successfully draft contract proposals for approval
- How Much can be accomplished, even with little money
- Which risks to take and which to avoid
- How to increase your donor loyalty and giving

**CAMPUS:** Apr 26, 2017 | W | 8:30 am – 4:30 pm | C2517019



## **WAYNE OLSON**

Wayne Olson is a fundraising consultant with more than 15 years of experience working with donors at all levels of giving. Wayne trains and teaches fundraising to non-profit organizations, their staff, leadership and boards nationwide. Wayne has worked with donors giving gifts of more than \$10 million each and has enjoyed relationships with hundreds of major and planned gift donors. Wayne is also the host of the only radio show nationwide devoted exclusively to non-profits. His show, *Charity Matters*, is heard on WTKI radio each Monday in Huntsville.



Wayne is also a nationally-known speaker and writer. He has written two books on fundraising and he appears regularly in *Planned Giving Today* and other national periodicals. His words (written for a national publisher) appear on the pages of newsletters, brochures, postcards and websites for hundreds of charities, churches and educational institutions each month. He is also a sought-after speaker and has spoken many times at the International Conference of the Association of Fundraising Professionals. He also speaks regularly at other national and regional conferences, and conducts training for staff and boards of charities. In 2014, *Fundraising Success* magazine awarded him Most Inspirational Speaker of the Year. His third book, *Donor Relations the Disney Way*, will be published in 2016.

## **NEW! Strengths Based Leadership**

L. Fabby, 7 hrs, \$495, Includes a personalized assessment!

For all levels of professionals, learn about your top 5 strengths and how to leverage them within your team to obtain high-performance results. Take a Strengths Assessment prior to attending the course and receive a personalized strengths results booklet with your top 5 strengths categorized into 4 leadership domains (i.e. Executing, Influencing, Relationship Building, and Strategic Thinking). Gain an understanding of your personal strengths, how to work better in teams, and become a better leader. After completing this course, you will be able to improve on key weakness areas and get the best performance results from yourself and team members.

### **Sample Questions Discussed:**

- What strengths are you using to live up to your potential?
- What percentage of the day do you spend using your strengths?
- How can your strengths lead to success?
- What are 1 or 2 strengths you would like to use more often? How would these strengths contribute to your team and organization?

This course will emphasize candor in dialogue, require participation, and is designed to improve learning and collaboration.

**CAMPUS:** Apr 5, 2017 | W | 8:30 am – 4:30 pm | C2517017

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## **NEW! Leading Across Generations** K. Scroggin, 7 hrs, \$395

Expand your knowledge of the strengths and weaknesses of the generations, how to best motivate different generations, and bridge generation gaps in the workplace. You will learn how to easily define the four generations currently in the workplace and their communication styles, mind sets, and work habits. Examine the "rules to being a good employee" that were set by the Traditionalist and whether those rules are good indicators of today's excellent employee. You will gain an understanding of Baby Boomers and how they developed their needs and expectations in the workplace. In particular, the differences and similarities between Baby Boomers and Millennials will be discussed. Discussion of generations X & Y will help you understand their needs for a work-life balance and a sense of independence in their workplace.

### What You Will Learn:

- Origins and relevancy of many informal 'rules' that govern the current American workforce
- Identify and understand Traditionalists
- Understand thinking and motivation of Boomers
- Discover what motivates Gen XY
- Identify and understand motivation of Millennials
- Identify strategies and action steps to motivate the different generations

**CAMPUS:** Mar 31, 2017 | F | 8:30 am – 4:30 pm | C2517031



## We Offer Customized Corporate Training!

Whatever your organizational needs are, we will design customized training that meets your intended outcomes and deliver it globally – where you want it, when you want it. Our flexible scheduling helps you minimize disruptions to your employees' work schedules.

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## **NEW! Appreciating Personality Diversity**

R. English, 7 hrs, \$395

A key to success in the workplace is understanding how your personality style acts...reacts...and interacts with others. You will learn to understand yourself better through awareness of your personality style. You will understand your decision-making style, communication style, and preferred method of absorbing information. Then you will learn to understand and appreciate other people using personality information. When you gain a deep understanding of others and learn how to interact with them, you can work together better and achieve greater team success. An electronic pre-assessment is required prior to the course start date.

### What You Will Learn:

- How to make wiser decisions
- How to adjust your personality style
- How to eliminate ongoing conflict
- Enhance relationship strengths
- Discover secrets to interacting with your team
- Learn about potential danger zones of your team dynamics

### CAMPUS:

Apr 6, 2017 | Th | 8:30 am – 4:30 pm | C2517025

## 5 EASY WAYS TO REGISTER

- 1 ONLINE**  
www.PCS.uah.edu
- 2 PHONE**  
256.824.6010 or 800.448.4031  
8:15 am – 5 pm (CST),  
Monday – Friday
- 3 FAX**  
registration form to 256.824.6760
- 4 IN PERSON**  
UAH, Wilson Hall, Room 103

- 5 MAIL**  
registration form to:  
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Continuing Studies  
Wilson Hall, Room 103  
Huntsville, AL 35899-0650

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### CONTINUING EDUCATION UNITS

UAH Professional and Continuing Studies (PCS) courses meet requirements for providing Continuing Education Units (CEU).

- One CEU = 10 contact hours of instruction
- One PDH, CLP, or CPE = one contact hour of instruction
- One CEU = 10 PDH, CLP, or CPE

Successful course completion requires participants to attend 80% of scheduled class meetings (and complete associated exams or projects, if applicable). Participants receive a certificate indicating the number of CEUs earned.

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### Volume Discounts Available

Register three or more people from the same organization, at the same time, for the same course and pay a reduced rate. Phone 256.824.6010 to register.